Instructors – Wendi Pohs

- MLIS from University of Michigan
- Programmer/Production Manager at Mathematical Reviews, an indexing and abstracting journal for mathematics
- Developer for Library Automation and info retrieval apps at Digital Equipment Corp and Lotus Development
- First Taxonomist at Lotus/IBM
- Taxonomy Integration Manager for IBM’s Intranet Search
- CTO at InfoClear Consulting since 2006, various large corporate clients – taxonomy, ontology, text analytics, auto-categorization

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Instructors – Mike Kilgore

- Consultant, senior executive and technology architect for:
  - NewsEdge real-time news
  - Schemalogic/Smartlogic taxonomy solutions
  - IBM Watson technologies
  - Various search engine vendors
  - Various text analytics and auto-categorization tools
  - Neo4j graph database design

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COURSE OUTLINE

Taxonomy integration projects - the basics
- Understanding project requirements and goals
- Defining use cases
- Meshing with existing software development project lifecycles
- Defining procedures for testing
- Designing for optimal governance

- Using your taxonomy for Web navigation
  - Labels and codes
  - Taxonomy subsets
  - Taxonomy and Web UI

- Integrating with content management systems
  - Using metadata
  - Understanding popular CM tools in the context of taxonomy
  - Understanding content formats

- Taxonomies and auto-categorization
  - Understand how classifiers work
  - Analyze content
  - Develop a methodology for your project
  - Add rules or linguistic evidence
  - Develop a test plan

- Integrating your taxonomy with your Search engine
  - Synonyms, facets, and clusters
  - Auto-categorization and search
  - Understand popular search engines in the context of taxonomy
  - Using search engine metrics
  - Search engine case study: The Autodesk Knowledge Network
TECHNICAL REQUIREMENTS

Please bring your own laptop and a few documents that are typical of the content that you classify using a taxonomy.